



For Immediate Release
Additional information contact:
Eric Carson or Ron Treister
epc@communicatorsintl.com
+1.207.828.8050

LATICRETE Joins Top Sponsors for 2011 CTEF Installer Program



For Immediate Release - LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has continued its long-standing commitment to the education, training and testing of end-user installers by contributing as one of the top-sponsors or "Signature Level" partners for the 2011 Ceramic Tile Education Foundation (CTEF) testing program. In addition to financial support LATICRETE will continue to make materials donations for specific CTEF host testing sites and provide further assistance by making LATICRETE technical sales representatives available in each region as the installer testing program makes its way around the country. The CTEF provides the only certified tile installer program with a nationally recognized set of standards that includes testing the hands-on skills of each end-user along with a written evaluation to produce a verifiable CTEF Certified Tile Installer (CTI).

The CTEF has the full support of several of the tile industry's most important organizations including the Tile Council of North America (TCNA), the National Tile Contractors Association (NTCA), the Ceramic Tile Distributors Association (CTDA) and Coverings, along with generous manufacturers like LATICRETE to ensure it continues to be a driving industry force for years to come. For CTEF CTI testing sites involving LATICRETE, the global manufacturer provides the entire spectrum of premium products required for the testing program. For the participants looking to earn CTEF CTI distinction, LATICRETE donates the very latest materials developed by the company including the revolutionary LATICRETE® Hydro Ban™ for waterproofing and anti-fracture protection, and top of the line adhesives such as LATICRETE 254 Platinum thin-set. In addition, LATICRETE tile grouts including LATICRETE PermaColor Grout and its flagship LATICRETE SpectraLOCK® PRO Grout are supplied to the CTEF CTI program.

Innovative Tile and Stone Installation Systems

“LATICRETE was one of the original sponsors to come on-board when we began the CTEF CTI testing and certification program in 2008,” said Scott Carothers, CTEF Executive Director. “They do an excellent job conducting their own LATICRETE Profit-Through-Knowledge program, and have always been very supportive of the CTEF. In addition to funding, they donate materials and supplies, and we greatly appreciate all of the support we get from LATICRETE. Just as we do here at CTEF, LATICRETE clearly understands that proper installation of tile and stone materials is critical for the industry and highly important for the continued growth and specification of tile and stone.”

For more information on verifying your skills as a CTEF CTI, contact Scott Carothers at scott@tilecareer.com or call 864.222.2131.

LATICRETE International, Inc. is a family owned business dedicated to innovative, high quality tile and stone installation systems. Based in the USA, the 50-plus year old company is one of the world’s leading manufacturers in its field. It’s well known brands LATICRETE®, LATAPOXY® and SpectraLOCK® are manufactured and sold worldwide. USA /Canada: 1.800.243.4788, outside USA: +1.203.393.0010, www.laticrete.com.

###

